I support cell phones on the plan. I would restrict their usage, like other electronics, from being turned on until the plane had reached 10,000 ft mark. Then I see no problem turning them on. On the decent, I'd do the same thing. On approach, in the case of an emergency, it wouldn't be safe to have the passengers distracted while on a phone. Problem is, how do you enforce it? Departure is easy, kick them off the plane. Landing...well that's more difficult and puts the Flight Attendant in a tricky spot.